

ASH Cables

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

كابلات الشرقية
Asharqiyah Cables

Connecting You
and Connected to You..

**YOUR
FIRST
CHOICE**

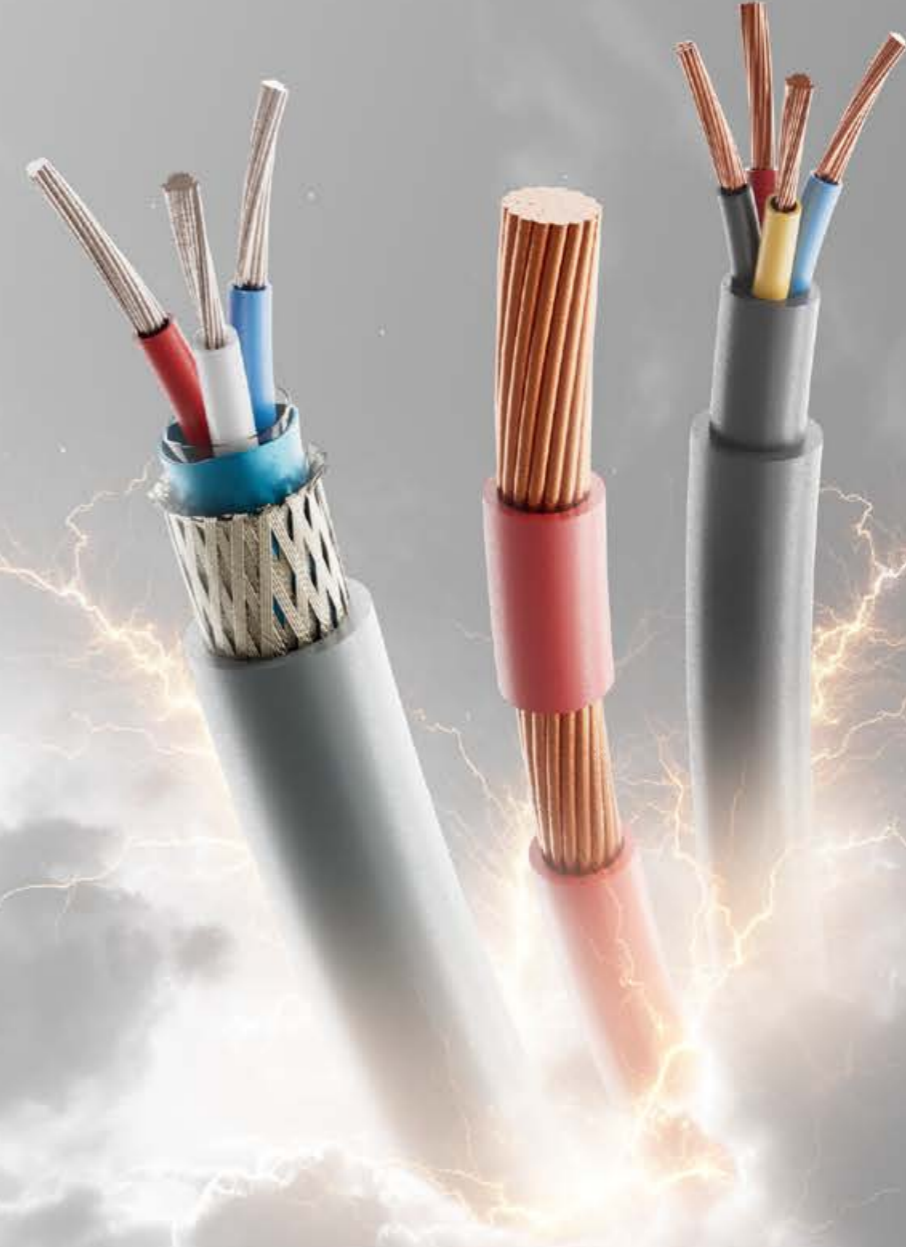
For Fast, Dependable
Wire And Cable Solution

ASHCABLES.COM

ASH

ASHARQIYAH CABLES
كابلات الشرقية

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ASH CABLES

- AshCables is a pioneering company located in the Eastern Province of Saudi Arabia (KSA), specializing in the production and distribution of specialized cables. We've earned the name Asharqiyah Cables, derived from our Eastern location, as we proudly serve not just the Eastern Province but the entire Kingdom of Saudi Arabia (KSA).
- Our primary manufacturing facility is strategically located in Dammam, 3rd industrial city ensuring efficient and dependable nationwide delivery, making us one of the quickest service providers in the market.
- We take pride in being among one of the first local suppliers and manufacturers in KSA, driven by our vision to address the specific needs of the Saudi market. Over the years, we've developed a diverse range of specialized cable solutions, including Control, Instrumentation, low-current, Data cables, Solar, and LV Wires, as well as fire alarm and fire-resistant cables.
- All our products meet stringent international standards such as UL, LPCB, IEC, and more.
- Our commitment to delivering top-quality products is unwavering. Every product we offer adheres to universal standards, and our management team strictly follows the ISO 9001:2015 quality management system.
- If you're in search of premium specialized cables with fast delivery anywhere in Saudi Arabia, Asharqiyah Cables is your trusted choice. We are dedicated to providing dependable cable solutions to meet your unique needs, no matter where you are in the Kingdom.

OUR MISSION

At Asharqiyah Cables, our mission is clear: to serve the Saudi cable market and cater to its unique needs. We are committed to maintaining our position as one of the most affordable and dependable cable suppliers in KSA. Since our establishment in 2016, we identified a gap in the market for manufacturing low-current systems and special cables, and we have been working diligently to bridge that gap. Our primary focus has always been on meeting all our clients' needs locally, a commitment that remains unwavering.

OUR VISION

We aspire to become the leading low-current systems and special cables supplier in Saudi Arabia, striving to be number one in the industry. We aim to expand our services globally, contributing to our nation's emergence as a prominent global cable supplier. Our dedication involves providing and developing cutting-edge technology cables to consistently meet the evolving demands of the Saudi cable market.

Connecting You
and Connected to You..



Ash Cables and KSA's 2030 Vision

As a local manufacturer, we heartily embrace our nation's Vision 2030 and actively contribute to its key pillars:

At Ash Cables, our ambition is clear: to enhance the speed and reliability of our supply chain while supporting our nation's journey toward a self-sufficient network of local cable supply. Our goal is to reduce the reliance on imports and international suppliers. We take pride in being a part of KSA's competitive and highly professional cable market.

We actively contribute to the thriving Saudi economy by

- Collaborating closely with our clients to help them achieve their business objectives through safe, advanced, and efficient cable solutions.
- Playing a role in building a self-sufficient Saudi market for cables.

A Vibrant Society:

In Ash Cables, we greatly emphasize environmental safety, as it ensures a fulfilling and healthy lifestyle for all. This is why our cables are reliable and incorporate energy-efficient technologies, contributing to the well-being of our community. Our products support individuals in realizing their housing aspirations and achieving industrial goals.

ASH CABLES VALUES

01 EFFICIENCY

Our commitment to efficiency is reflected in various aspects of our operations, including:

- Swift delivery services
- High-quality products
- Effective channels for communication and feedback
- Exceptional after-sales service and care

02 SAFETY

Our products experience comprehensive testing and certification to ensure the safety of you and your business at all times.

04 STAYING AT THE FOREFRONT OF TECHNOLOGY

Our dedicated Research and Development (R&D) team continuously explores emerging technologies and applies innovations to meet evolving market needs and enhance existing cable solutions.

05 SUSTAINABILITY

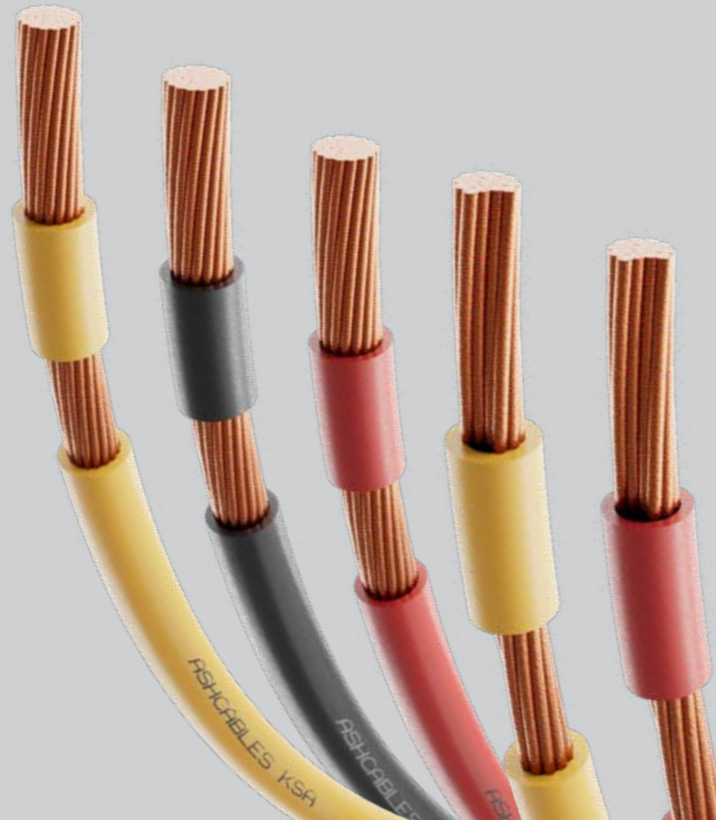
We are deeply committed to the planet's well-being, both in the short and long term. Sustainability is a core principle for us, influencing our production and distribution systems, which adhere to global standards.

OUR PRODUCTS

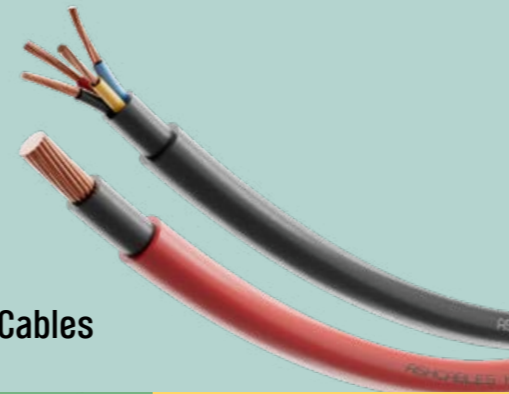
MTW, AWM UL listed wires



THHN, Flexible & NYA Wires



LV Power Cables



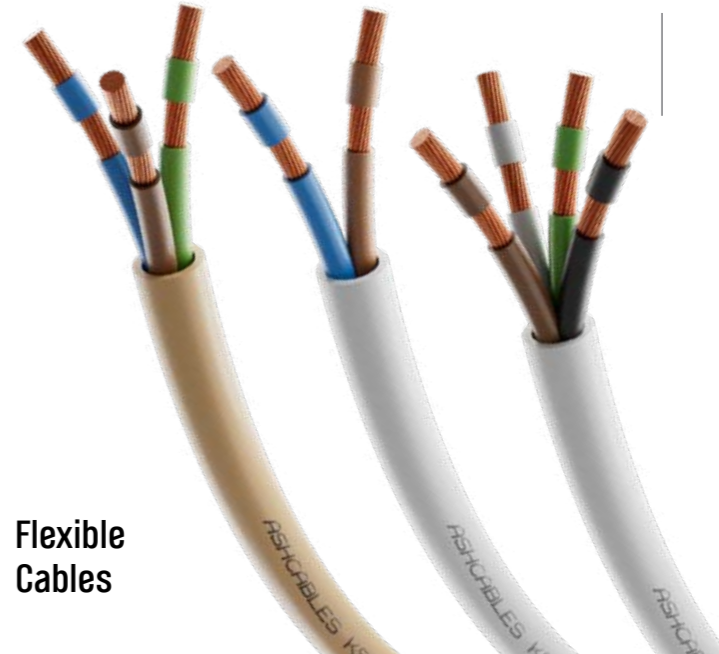
Irrigation Cables



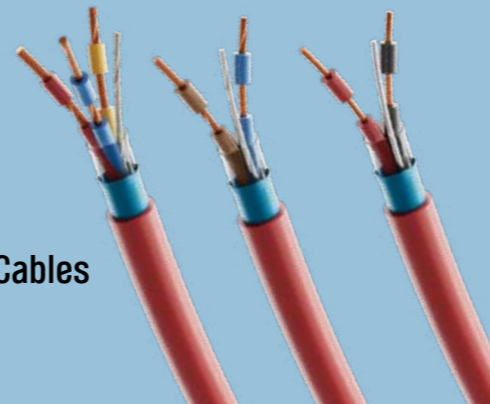
Rubber Cables



Flexible Cables



Fire Resistant Cables IEC-BS (LBCP)



Fire Alarm Cables (UL)



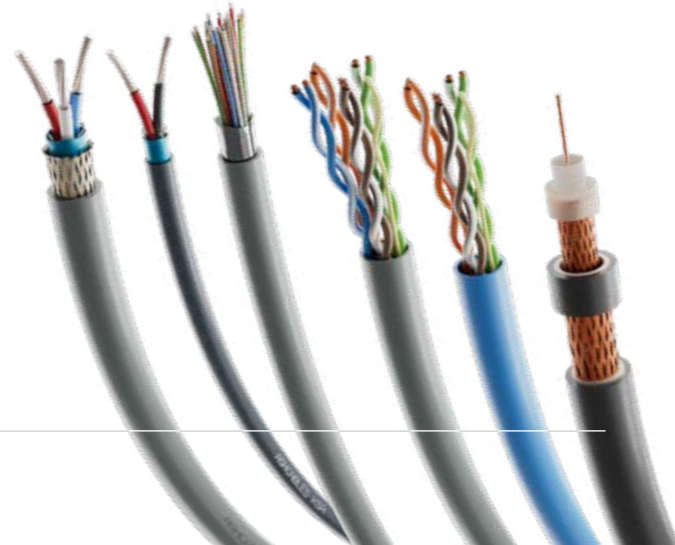
Solar Cables



Variabl Frequency Drive Cables (VFD Motor Cables)



Low Current, Telephone & Data Cables



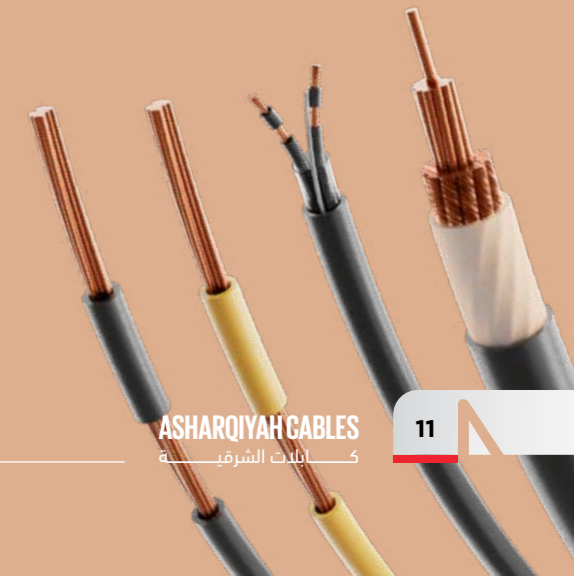
Control and Instrumentation Cables



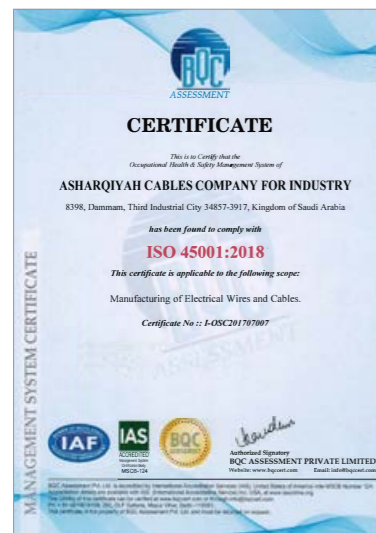
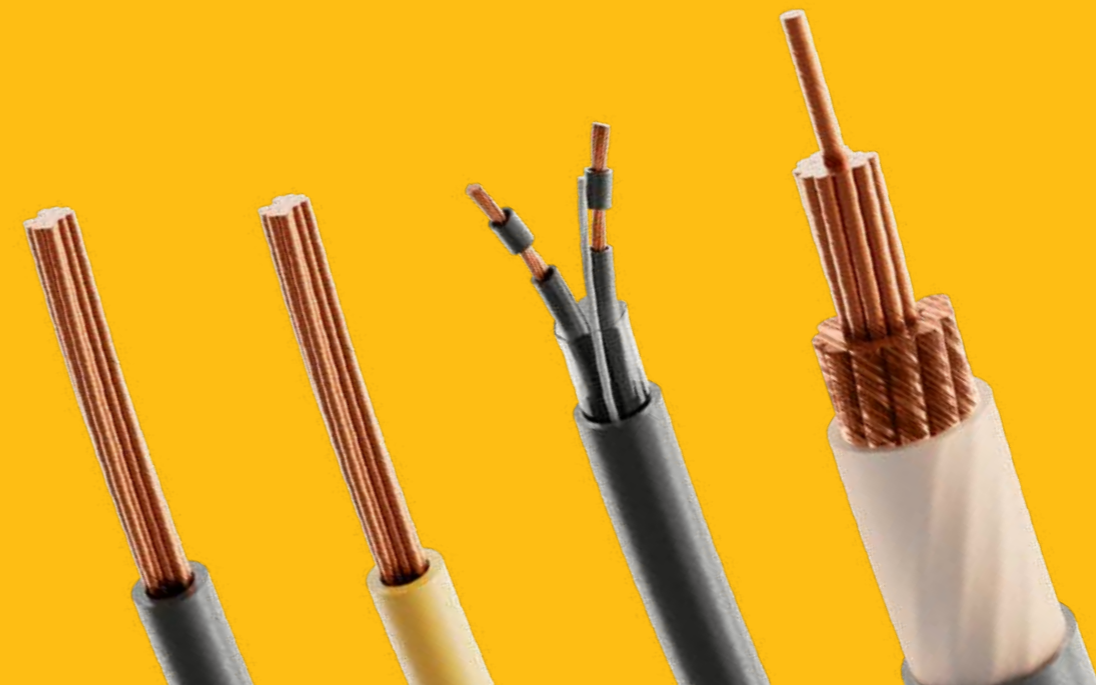
LIFT CABLES



Cathodic Protection (CP) Cables



OUR CERTIFICATIONS



OUR MOST DISTINGUISHED PROJECTS

KING SALMAN PARK FOUNDATION

Founded by King Salman Bin Abdulaziz Al Saud, this park redefines recreation by offering new services and experiences. It is a place full of nature, art, and culture. The park is also the perfect space for creativity, education, and running a business.

It can be described as a green oasis filled with life and possibilities. The entity was built in hopes of increasing green spaces around KSA and inspiring future generations.

In numbers, this park is to have:

- 1 million trees
- Over 7 KM of pedestrian path
- 80 thousand squares of the natural valley area
- 500,000 square meters Royal Arts Complex

THE RED SEA DEVELOPMENT COMPANY:

We are also very proud of being part of the planting of the Red Sea Development Company's operations and maintenance.

The Red Sea Development Company is one of the world's most visionary developers putting people and the planet first and leveraging the most innovative concepts and technologies.

DIRIYAH GATE DEVELOPMENT AUTHORITY:

Diriyah Gate is a diverse urban community that combines various functions, embracing the vibrant cultural heritage of Saudi Arabia. At its core lies At-Turaif, a UNESCO World Heritage Site. This remarkable destination offers opportunities for gathering, exploration, shopping, residence, and employment, which is planned to attract 25 million visitors.

NEOM CITY:

NEOM, an innovative city project in Saudi Arabia, integrates cutting-edge technology, renewable energy, and advanced infrastructure. It aims to create a vibrant community while promoting innovation, leisure, and an enhanced quality of life.

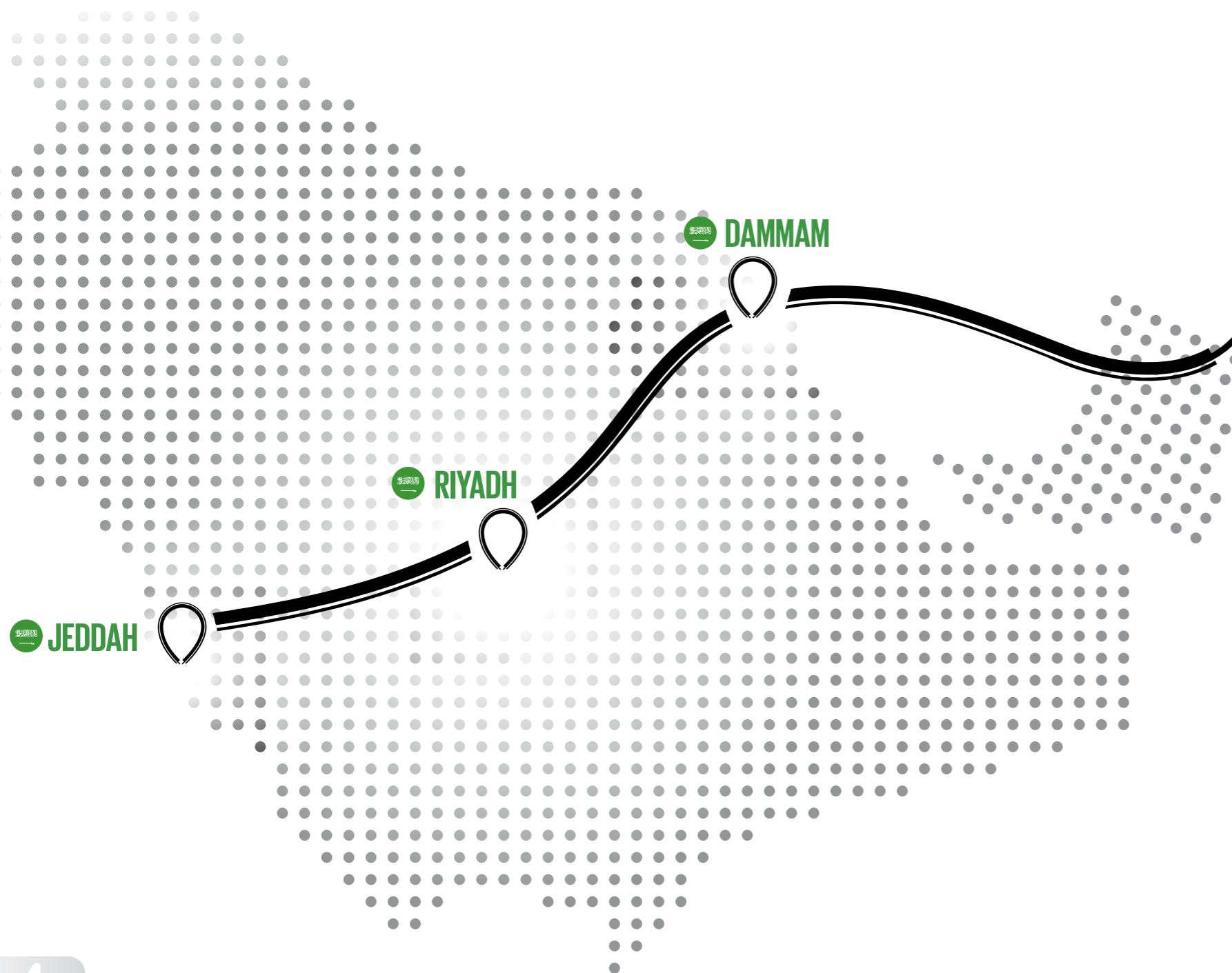
OUR PARTNERS

SE	CLIENT	PROJECT	CONTRACTOR	YEAR
1	KING SALMAN PARK FOUNDATION	KSP-ECC-TM N-CMT-ELE-MAT-0283	EL SEIF	2023
2	DIRIYAH GATE DEVELOPMENT AUTHORITY	-314DSQ Tunnels and Gytratory (Under WRR)	NESMA & PARTNERS	2023
3	KING SALMAN AIRBASE	S-1909101B-NASJY PK1 MATE 00-0136	NAS JOINT VENTURE	2023
4	SAUDI ELECTRICITY COMPANY SEC	Construction of New Diriyah 13.8/132/380KV BSP # 90B2 and Reinforcement of Hitheen BSP-9005 and Salboukh BSP9018- for Installation of Reactors	SSEM	2023
5	NATIONAL WATER COMPANY	ALMUSTAWI PUMPING STATION IN QASSIM AREA	SSEM	2022
6	MINISTRY OF INTERIOR MOI	SECURITY HEADQUARTERS DEVELOPMENT	AL ARRAB	2022
7	THE RED SEA DEVELOPMENT COMPANY	Operations and Maintenance Planting	ISG - INITIAL SAUDI ARABIA LTD.	2022
8	NATIONAL WATER COMPANY NWC	AL KHARJ ROAD STP	THABAT	2022
9	ROYAL SAUDI AIR FOCE	Relocation and Construction Project, Majmaa	NAS JOINT VENTURE	2021
10	SAUDI ELECTRICITY COMPANY SEC	Utility Works of Primary Power for Site 1, Riyadh Township	SIEMENS LTD	2021
11	SAUDI ELECTRICITY COMPANY SEC	CONVERSION OF GE FRAME GAS TURBINES TO FIRE CRUDE OIL AS MAIN FUEL AT JIZAN PP, ASEER PP & SHAROURA PP	AL FANARCONSTRUCTION	2019
12	MINISTRY OF INTERIOR	KAP2	ALARRAB	2018-2019
13	MINISTRY OF INTERIOR	MOI JAZAN HOUSING PROJECT	EL SEIF	2018-2019
14	ARMED FORCES	ARMED FORCES HOUSING PROJECT IN JIZAN	AL JOUDAH	2018
15	SAUDI ELECTRICITY COMPANY SEC	JUAYMAH 13.8/115KV SUBSTATION	ABAHSAIN CONSOLIDATED CO. LTD. (ENERGY & POWER)	2018
16	GENERAL AUTHORITY OF CIVIL AVIATION GACA	KING KHALID INTERNATIONAL AIRPORT RUH (KKIA)	SSEM	2018
17	MINISTRY OF EDUCATION	AL JOUF UNIVERSITY	EAST CIRCLE CO (DAWAER ALSHARQ)	2018
18	MINISTRY OF INTERIOR MOI	SECURITY PLANNING AND DEVELOPMENT KAP4	AL ARRAB	2018-2016
19	MINISTRY OF INTERIOR MOI	SECURITY FORCES MEDICAL CITY	ABV ROCK	2018-2017
20	GENERAL AUTHORITY OF CIVIL AVIATION GACA	KING ABDUL AZIZ INTERNATIONAL AIPORT (KAIA) EXPANTION	ORASCOM	2018 - 2017
21	SUDAI REAL ESTATE CO	AL AKARIA COMPLEX	MAK UNITED	2017-2018
22	RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER	RADISSON BLU HOTEL	LATIFIAH	2017-2018
23	ALRM AZAN	AL KHOZAMA HOTEL (MANSARD)	EXPERTISE HOUSE	2017-2018
24	ABSEL	ALSHOAIL RESIDENCE HOTEL	ABSEL	2016-2018
25	GENERAL ORGANIZATION FOR SOCIAL INSURANCE	HILTON SUITES -GRANADA	LATIFIAH	2018-2017
26	GENERAL AUTHORITY OF CIVIL AVIATION GACA	KING ABDULAZIZ AIRPORT	ANMA & ORASCOM SAUDI	2018-2015
27	GENERAL AUTHORITY OF CIVIL AVIATION GACA	ARAR AIRPORT	TECHNICAL DEVELOPMENT COMPANY	2017-2018
28	HILTON HOTEL	HILTON HOTEL GRNATA	AL LATIFIA	2017-2018
29	AL FAISALIAH MALL	AL FAISALIAH MALL (EXPANSION)	ETECHS	2017-2018
30	NOVA COMPANY WATER	NOVA WATER FACTORY	SAMARA	2016-2018
31	RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTER	RADISSON BLU HOTEL	LATIFIAH	2017
32	RIYADH METRO	RIYADH METRO PROJECT (BACS)	SIEMENS	2017
33	SAUDI ELECTRICITY COMPANY SEC	NEW DAMMAM HOUSING 13.8/115KV 5 SUBSTATIONS	AL FANARCONSTRUCTION	2017
34	SAUDI ELECTRICITY COMPANY SEC	NEW DAMMAM NOURTH 13.8/115/380KV SUBSTATION	AL FANARCONSTRUCTION	2017
35	SAUDI ELECTRICITY COMPANY SEC	NAYRIYAH NOURTH 13.8/115/380KV SUBSTATION	AL FANARCONSTRUCTION	2017
36	AL MOUWASAT MEDICAL SERVICES CO.	AL MOUWASAT HOSPITAL - AL KHOBAR	PROJECT BUILD CO.	2017
37	RIYADH CONFERENCE PALACE	RIYADH CONFERENCE PALACE (EXPANSION)	ETECHS	2017
38	INTERNATIONAL BISCUIT	INTERNATIONAL BISCUIT FACTORY	SAMARA	2017
39	ARAB CENTERS (ALHO KAIR)	BOULEVARD COMPLEX MALL	DACO	2017
40	SAUDI ELECTRICITY COMPANY SEC	13.8/132/380KV QASSIM5- (UNAYYAH) BSP	AL MASHARIQ	2016
41	SAUDI ELECTRICITY COMPANY SEC	GROUP 1, GROUP 6, GROUP 14, GROUP 18, GROUP 19 SUBSTATIONS	BABTAIN CONTRACTING COMPANY	2016
42	SAUDI ELECTRICITY COMPANY SEC	AQEEQ 132KV S/S	ALO JAIMI CONTRACTING CO.	2016
43	SAUDI ELECTRICITY COMPANY SEC	MADHAYA GISTO LCC	ALSTOM/GE	2015
44	ROYAL COMMISSION FOR JUBAIL AND YANBU	ROYAL COMMISSION JUBAIL AND YANBU	SSEM	2015
45	SAUDI ELECTRICITY COMPANY SEC	ALOMRAN 380KV S/S	ALTOUKHI COMPANY	2014
46	ADAC	MIDFIELD TERMINAL BUILDING - ABU DHABI AIRPORTS	TCA JV	2013



OUR INTEGRATED COMPANIES PARTNERS

We Are The Proud Supplier And Installer For 25 Factories In 3 Main Areas In **KSA**.



PANELS & TRANSFORMERS MANUFACTURERS LIST

SE	CLIENT	CONTRACT TYPE	SCOPE OF WORK	CLIENT LOCATION
1	YOKOGAWA	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	DAMMAM
2	EAST & WEST FACTORY (AUTOMATION SYSTEMS)	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	DAMMAM
3	EMERSON	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	DAMMAM
4	WAHAH ELECTRIC SUPPLY COMPANY OF SAUDI ARABIA LTD WESCOSA	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	DAMMAM
5	SEIMENS	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	JEDDAH
6	ABB AUTOMATION	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	RIYADH
7	GE - GENERAL ELECTRIC	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	DUBAI
8	PHILIPS	LIGHTING FACTORY	SUPPLYING WIRES	RIYADH
9	SCHNEIDER	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	RIYADH
10	SETRAA ALAMAL FACTORY	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	RIYADH
11	META FACTORY	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	RIYADH
12	USSG FACTORY	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS & TRANSFORMERS	SUPPLYING WIRES	RIYADH
13	IPIU FACTORY	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	RIYADH
14	SAMNAN HOLDING	MANUFACTURING WATER SOLUTION	SUPPLYING WIRES	RIYADH
15	AL JAMMAZ HYDROTEK	SUPPLYING IRRIGATION SOLUTION	SUPPLYING CABLES	RIYADH
16	ETKAN FACTORY	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	RIYADH
17	NOORTEK FACTORY	LIGHTING FACTORY	SUPPLYING WIRES	RIYADH
18	PAN FACTORY	LIGHTING FACTORY	SUPPLYING WIRES	RIYADH
19	SPTC	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS & TRANSFORMERS	SUPPLYING WIRES	DAMMAM
20	L&T ELECTRIC AND AUTOMATION CO. KSA	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	DAMMAM
21	JAL INTERNATIONAL COMPANY LTD.	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	DAMMAM
22	THE INTERNATIONAL ELECTRICAL PROD. CO. (TIEPCO)	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS	SUPPLYING WIRES	DAMMAM
23	SAUDI POWER TRANSFORMER COMPANY	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS & TRANSFORMERS	SUPPLYING WIRES	DAMMAM
24	NATIONAL LIGHTING CO.	LIGHTING FACTORY	SUPPLYING WIRES	DAMMAM
25	SAUDI TRANSFORMERS COMPANY (WESCOSA)	MANUFACTURING LOW VOLTAGE DISTRIBUTION PANELS & TRANSFORMERS	SUPPLYING WIRES	DAMMAM



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Wire And Cable Solution

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كابلات الشرقية
Asharqiyah Cables

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- Fax: +966-13-8954987

Factory:

- 3rd Industrial City - Al Dammam, Saudi Arabia.

ASHCABLES KSA